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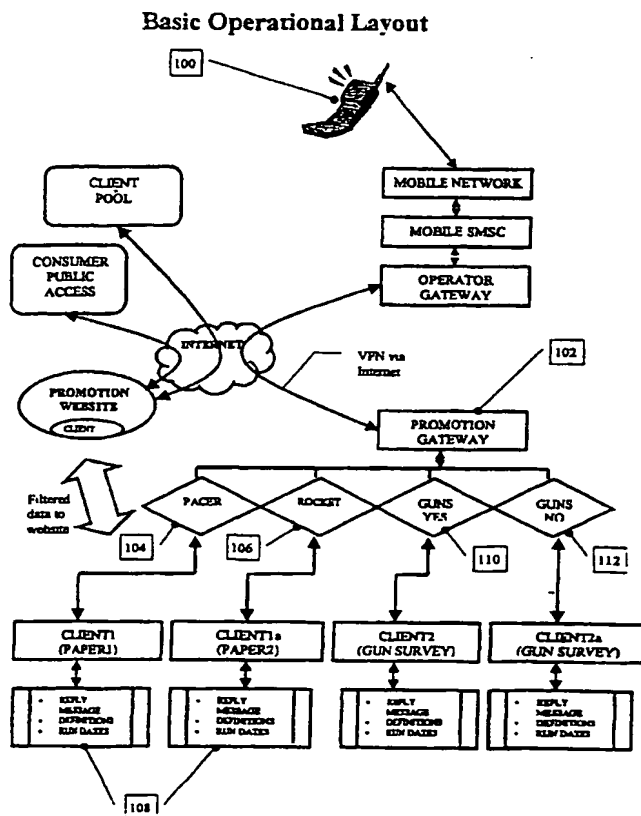
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(54) Title: INTERACTIVE MARKETING SYSTEM



(57) Abstract: An interactive direct response system combines the use of short text message systems (SMS) via cell phones (100) with a database (102) and website to enable advertisers to view in real time customer responses to a direct response campaign. Customers are invited to respond to a defined advertisement on for example a billboard by responding to a single telephone number associated with the website by sending a text message linked to that particular advertisement, i.e. a single word (104,106). A computer receives and analyses the responses and sends an acknowledgement message to the customer.

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## ***INTERACTIVE MARKETING SYSTEM***

### **TECHNICAL FIELD OF THE INVENTION**

This invention relates to an interactive marketing and/or survey system in particular but not limited to a marketing and/or survey system utilising short message services (SMS) provided on  
5 mobile or cell phones.

### **BACKGROUND ART**

There is a present and developing ability to display short text messages on mobile or cell phones by what is known as short message services (SMS). It is envisaged that such short text messages can be used as a means of advertising as well as for obtaining consumer feed back  
10 from existing main stream advertising media inclusive of television, radio, films, magazines, newspapers, bill boards and the Internet.

With the growth of the mobile or cell phone market world-wide and in particular the acceptance and use of SMS (Short Message Service) there has now opened up an opportunity for applications using this technology.

15 Typical mobile phone users carry their phones constantly as they go about their day to day business such as when reading the morning paper, travelling to work, passing billboards, reading magazines, and watching television. If they notice an advertisement which invites them to take action such as to "Win a trip" or "Give us your opinion" mobile phone users are more likely to respond if the process required is low cost, quick and simple when compared to making  
20 a conventional phone call or posting a letter.

Importantly the present invention embraces what is regarded as a "pull" service as it is the consumer who actually initiates the transaction so that the implementation is considered to be "friendly". Unsolicited messages are not desirable in the mobile phone industry and the present

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system overcomes that requirement. The subject invention involves the application of a database having conditional filtering criteria to correlate a consumer's response or short text message to an advertising client's promotional offer. Criteria chosen in the advertiser's promotion will be used to determine the appropriate reply message or consumer response. In addition, by offering incentives to respond to advertisements, consumers will provide real time feedback indicating the effectiveness of the advertisements. The content of a particular response can indicate the consumer's recognition of the product or his or her opinion of the product. By this means, valuable survey evidence can be obtained. The content of the response can also provide the location and/or the publication in which the advertisement appeared. In the case of television or radio advertising the station which broadcasted the advertisement can also be identified by the particular response message. Multiple promotions could be run simultaneously using the same destination phone number as the content of the SMS will be specific to and will identify the particular promotion. Furthermore, to make it easier for participants, they can also store the phone number for later use. As competition participants are directed to a website by notifying the particular 'www' web address location in the SMS reply message, revenue from hits on the website can be generated. Real time voting or survey evidence can also be collected by this means. By using a special data base application, multiple voting by the same voter on the same mobile phone can be eliminated. Furthermore, real time graphical and statistical reports can be generated and supplied to clients of the service via a secured Internet interface system.

## OBJECT OF THE INVENTION

It is an object of the present invention to provide a viable interactive marketing and/or survey system based on SMS messages, transmitted to mobile or cell phones or to at least provide the public with a useful choice.

## 25 SUMMARY OF THE INVENTION

In one aspect the invention provides an interactive marketing and/or survey system utilising short message systems (SMS) provided on mobile or cell phones including in combination a means of displaying an advertisement, the advertisement inviting a participant to respond with a defined short text message via SMS on a mobile or cell phone, computerised means for

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comparing and matching the participants short text message with one or more retained reference records, wherein in operation, if the participant's short text message matches any of the one or more records, information from the message is stored in a database.

5 Preferably the advertisement invites participants to respond to a common "reply to" telephone number.

Preferably all advertisements associated with the system use the same common "reply to" telephone number but each advertising campaign uses distinct pre-allocated short text message(s) and the computerised means analyses and displays the incoming replies and sorts them into their associated campaigns.

10 Preferably the means of displaying an advertisement can be television, magazines, newspapers, billboards films and/or the Internet.

Preferably the advertisement can be broadcast on radio or other non-visual means.

15 Preferably the computerised means for comparing and matching the participant's short text message response is a computer database which is connected by a virtual private network via the Internet to the SMS provider.

Preferably the computerised means also includes means for recording the number of correct and incorrect responses made by participants and the number of reply messages sent to the participants.

20 Preferably the computerised means can accommodate a number of phone numbers and/or groups of reference records corresponding to different advertisement offers or surveys conducted and a record is kept of the frequency of responses to each phone number or group of records, so that quantitative data such as the frequency or total number of consumer or voting response to a particular promotion or survey can be obtained.

25 Preferably the short text message response of a participant or consumer is a single word which can be easily compared and matched against a reference list of "correct" words stored on the computer database.

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Preferably the Internet website to which the participant is instructed to access is a dedicated website which centrally co-ordinates all incoming SMS messages and provides the participants with further information in order to continue or proceed to the next step of the marketing or survey system.

- 5 In another aspect the invention resides in an interactive marketing and/or survey system utilising short message systems (SMS) provided on mobile or cell phones including in combination a means of displaying an advertisement, the advertisement inviting a participant to respond with a short text message via SMS on a mobile or cell phone, computerised means for comparing and matching the participants short text message with one or more retained reference records.
- 10 wherein in operation, if the participant's short text message matches any of the one or more records, a reply message is sent by said computerised means to the participant's mobile or cell phone instructing the participant to proceed to a next step, typically to access an Internet website.

- Preferably the means of displaying an advertisement can be television, magazines, newspapers,
- 15 billboards, films and/or the Internet.

In the alternative the advertisement can be broadcast on radio or other non-visual means.

Preferably the computerised means for comparing and matching the participant's short text message response is a computer database which is connected by a virtual private network via the Internet to the SMS provider.

- 20 Preferably the computerised means also includes means for recording the number of correct and incorrect responses made by participants and the number of reply messages sent to the participants.

- Preferably the computerised means can accommodate a number of phone numbers and/or groups of reference records corresponding to different advertisement offers or surveys
- 25 conducted and a record is kept of the frequency of responses to each phone number or group of records. By such means quantitative data such as the frequency or total number of consumer or voting response to a particular promotion or survey can be obtained.

- 5 -

Preferably the short text message response of a participant or consumer is a single word which can be easily compared and matched against a reference list of "correct" words stored on the computer database.

5 Preferably the Internet website to which the participant is instructed to access is a dedicated website which centrally co-ordinates all incoming SMS messages and provides the participants with further information in order to continue or proceed to the next step of the marketing or survey system.

### BRIEF DESCRIPTION OF THE DRAWINGS

10 In order to understand the invention more fully, reference is made to the accompanying illustrations wherein:

Figure 1: shows an example of an advertisement requiring an SMS texted response according to Example 1.

Figure 2: shows a flow diagram of the components of the invention according to Example 1.

15 Figure 3 and 4: show examples of statistical analyses in the form of bar charts and frequency distribution graphs of the invention in operation.

Figure 5: shows a worksheet of the invention in operation, and

Figure 6: shows a log of calls made in testing the invention.

20 Figure 7: shows a scheme of an operational layout of the invention according to Example 2 and Example 3 of the invention.

### DETAILED DESCRIPTION OF THE DRAWINGS

#### Example 1

Figure 1 of Example 1 shows an example of an advertisement 10 inviting a participant to call a telephone number and to key in an appropriate alphanumeric response 12, and in this case, the word "PISA".

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Figure 2 shows a flow diagram or schema outlining the various components of the invention according to Example 1. In response to an advertisement such as that as shown in Figure 1, a participant sends a message on a mobile or cell phone 14 and enters the appropriate alphanumeric response or short texted message 16. The response is specific to a particular promotion and the location or where the advertisement was broadcasted from 18 or displayed can be recorded by the computer database 20 which compares and matches the participant's response to a reference list retained in the computer database. If there is a correct match, such as the word "PISA" in the abovementioned example, a short message system (SMS) text reply 22 is sent to the participant's mobile or cell phone instructing the successful participant to access a specific website on the Internet. The participant can then obtain further details on how to progress in the competition or advertising promotion or survey from the referred website. It is envisaged that with the rapid development in information technology and particularly that concerning mobile and cell phones with Internet access, the participants can then access the website directly from their mobile or cell phones without the need of a personal or laptop computer.

Referring now to Figure 3 there shown a bar chart 30 of the number of calls made to a particular advertisement advertised by three television stations and on two bill boards 32. By analysing the bar chart, the effectiveness of the mode of advertising can be gauged from the y-axis, which shows the frequency of calls made to the advertisement. Along the x-axis is shown the duration of the survey, which in this case was over a period of four weeks with the results of each week shown. It will be obvious to the skilled addressee that the frequency of calls made in the later weeks 34, 36 should be greater than those made in the earlier weeks 38, 40 because more consumers would be exposed to the advertisement over time.

Figure 4 shows the number of calls made on the y-axis compared to the time of day along the x-axis at which the call is made for an advertisement which was displayed on the three television stations and two bill boards 42 as mentioned previously for Figure 3.

As far as the advertisement being broadcast by the three television stations from Figure 4 it can be concluded that the 8pm slot 44 obtained the most responses as compared to when the advertisement was shown at 12pm 46 or 2pm 48 in the afternoon wherein there would have been limited viewing. In contrast responses to the advertisement being displayed on billboards



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peaked at 5pm 50 and 7pm 52 respectively which indicates that effectively this type of advertisement has the greatest exposure when consumers are leaving their work places and possibly as they are driving home.

Referring now to Figure 5 which shows a work sheet 60 wherein the various competitions or  
5 advertising clients are shown at the top of the columns 62,64. The appropriate short text message responses 66, 68 are shown under each column together with the number of matches 70, 72 of the correct response as well as the number of entries recorded 82,84. If a correct match is made between the recorded reference list and the participant's response, a text message 80 inviting the participant to access a website is displayed on the participant's mobile or cell  
10 phone (not shown). The number of entries received 82, 84 is recorded which enables a breakdown of the frequency or popularity of the particular competition or survey to be analysed.

Figure 6 shows a log of calls received 90 requiring a particular response 92 and the times 94 and dates 95 at which the calls were made and the phone numbers 96 which were received and replied to. The particular response and identification of the client are shown 98. By analysing  
15 such a log the popularity or frequency of calls made in response to a particular advertisement or survey question can also be analysed.

## Example 2

### Product Promotion Example

Referring to Figure 7 there is shown an advertisement by the client ("1") and ("1a"), for  
20 example, printed in 2 morning papers (not shown) promoting a new model of running shoe called "Pacer Rockets".

Reader 1 reads the advertisement in paper 1 (not shown) and is invited to enter a draw to win a free pair of the shoes by sending an SMS containing the word "PACER" to number 345678.

Reader 2 reads the advertisement in paper 2 (not shown) and is invited to enter a draw to win a  
25 free pair of the shoes by sending an SMS containing the word "ROCKET" to number 345678.

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1. Reader 1 and Reader 2 reach for their mobile phones 100 and type in the word "PACER" and "ROCKET" depending on which paper they are reading. In both cases they send this message to 345678.
- 5 2. The messages are received at the Promotion gateway 102 of the computer database. The messages contain the mobile number, date sent, time sent and the message text.
3. The message containing the word "PACER" is processed by a client's application called, "paper 1". 104 searching for the word "PACER". Likewise, the message containing the word "ROCKET" is processed by a client's application called, "paper 2" 106 searching for the word "ROCKET".  
10
4. In this case the same client owns both applications. Both applications in this example simply respond with the same message 108 advising that the entry into the prize draw has been accepted and an invitation is made to visit a website, e.g. "Thank you for entering our PACER ROCKETS prize draw. We will contact you on this number if you are the winner. Visit [www.pacerrockets.com](http://www.pacerrockets.com) for more details."  
15

The transaction is now complete.

Numerous client applications can exist so long as the incoming message from the consumer is always unique.

- 20 By running the same advertisement in two newspapers but by varying the word content of the message required to enter the draw the client can obtain answers to the following questions.
- How effective was the advertisement in paper 1 compared to paper 2?
  - What time did the consumers read the advertisement?
  - What date did the consumers read the advertisement?
  - 25 • Did this advertisement result in a Website visit? The Website can determine this by direct association with the advertisement.

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**Example 3**Vote or Opinion Poll Example

Referring also to Figure 7, a television station runs a controversial news story and is seeking public opinion of a new law that would allow guns in schools.

5 Viewers are invited to join a real time survey where they can send an SMS indicating that they either approve of the new law by sending a message “**guns yes**” 110. Or if they disapprove they can send the message “**guns no**” 112. The following steps then ensue:

1. Concerned viewers reach for their mobile phones 100 and send their vote message to number 12345. All voters use this number regardless of the client television station.

10 2. The messages are received at the Polling gateway 102 of the computer database and routed to one or two applications 110, 112.

3. In the case of a “YES” vote a message is returned to the voter for example, “*Your vote in favour of guns in schools has been accepted. So far 10% of voter’s agree with you. Stay tuned for the final results or visit [www.tvnewsco.com](http://www.tvnewsco.com).*”

15 4. In the case of a “NO” vote a message is returned to the voter for example, “*Your vote against allowing guns in schools has been accepted. So far 90% of voter’s agree with you. Stay tuned for the final results or visit [www.tvnewsco.com](http://www.tvnewsco.com).*”

The transaction is now complete.

20 The TV station has a real time, private connection to a specially allocated page on the polling gateway website. The results of the messages are graphically and statistically displayed here in real time indicating the number of “yes” and “no” votes. The TV station can either show this page directly or generate a customised display based on this information.

## ADVANTAGES

### Cost advantage of SMS

- Existing methods of customer feedback include “900” numbers that attract typically high usage rates to the participant. Rates of a few dollars per minute are not uncommon. This can cause consumer reluctance particularly when younger family members can cause huge phone bills to accumulate. The cost of an SMS typically is half that of posting a letter and in some cases is free. Up to 160 characters of text can be sent using a standard SMS.

### Time advantage of SMS

- The use of “physical” mail is decreasing as people move to electronic alternatives such as email. At present, email is still emerging in the mobile phone market so it does not have the convenience factor of SMS. Physical mail requires a larger effort on behalf of the consumer and replies are not immediate.

### Interactive advantage of SMS

- When an SMS is sent from a mobile phone the overall delivery time is typically a few seconds. Third party applications that are connected to the SMS gateway should be able to respond in a similar time frame. Intelligent applications can create a 2-way dialog between the consumer and client application in order to request further consumer information or simply to inform the consumer.

### Transaction Possibilities

- The SMS reply message can inform the consumer that their message has been processed. It may also contain invitations to send a further message to complete the transaction. Invitations to visit Web sites belonging to or linking the promoter client may be made. In the case of an opinion poll or vote system indications may be made of the poll progress such as the number of “YES” or “NO” votes received to date.

**Existing promotion structures**

Existing methods of obtaining customer feedback require a unique destination that is selected by the consumer and that shows the process for them.

With voice based phone applications, this may necessitate the dialling of a unique phone number or dialling a number and selecting a destination by a menu driven process, e.g. Press 1 for "Shoes" or Press 2 for "computers".

With physical mail or email responses an address is required and often a sub address or department has to be indicated, e.g. Marketing promotions attn Shoes competition.

**SMS Multi client**

10 By using a common number for SMS delivery, *messages can be automatically routed to multiple clients based on the content of the message*. This eliminates the need for a unique address/phone number for every client using this system.

By careful selection of the likely or required responses from all the client's customers' messages can be routed to the required client's application for processing and to be responded to.

Every message contains the mobile number of the originating message. This becomes the reply path for the client's application allowing a two-way transaction to occur.

**Privacy Advantage of SMS**

No subscription is required by the mobile user making it is available for use by any SMS capable phone. The only requirement is that the mobile number is forwarded with the message. One of the biggest fears of potential participants of such SMS transactions is that it may result in un-solicited "junk" messages as occurs with email. It is vital for the success of this system that it remains what the industry refers to as a "pull" service. This means that the participant only gets a message as a result of a message sent by them. The only variation would be notification of a prize that may occur several days or months after the original transaction. To help maintain privacy for consumers the operator of this system must retain ownership of all

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messages and never divulge mobile numbers to it's clients. Only statistical details should be passed to the client's prize-winner contact numbers.

Consumers do not need to pass on their identity further than their mobile number, which is an inherent feature of SMS. This will be a key feature that many consumers will prefer. The only  
5 requirement for personal details to be divulged would be in the case of prize delivery etc.

#### **Branding and association of the SMS destination number**

To speed up the transaction and likelihood of response it would be ideal that the user already has the number stored in their mobile phone. This would allow consumers to concentrate on the transaction "keyword" rather than trying to remember the phone number. This is particularly  
10 useful in the case of Billboard advertising where time is limited. A custom logo (perhaps one for promotions and one for voting) would be used to associate the promotion with an SMS promotion that the consumer had used before. Because they already understand the process they are more likely to respond.

#### **VARIATIONS**

15 Finally it will be appreciated that various other alterations and modifications may be made to the foregoing without departing from the scope of this invention as claimed.

## CLAIMS

1. An interactive marketing and/or survey system utilising short message systems (SMS) provided on mobile or cell phones including in combination a means of displaying an advertisement, the advertisement inviting a participant to respond with a defined short text message via SMS on a mobile or cell phone, computerised means for comparing and matching the participants short text message with one or more retained reference records, wherein in operation, if the participant's short text message matches any of the one or more records, information from the message is stored in a database.
2. A system as claimed in claim 1, wherein the advertisement invites participants to respond to a common "reply to" telephone number.
3. A system as claimed in claim 1, wherein all advertisements associated with the system use the same common "reply to" telephone number but each advertising campaign uses distinct pre-allocated short text message(s) and the computerised means analyses and displays the incoming replies and sorts them into their associated campaigns.
4. A system as claimed in claim 1, wherein the means of displaying an advertisement can be television, magazines, newspapers, billboards films and/or the Internet.
5. A system as claimed in claim 1, wherein the advertisement can be broadcast on radio or other non-visual means.
6. A system as claimed in claim 1, wherein the computerised means for comparing and matching the participant's short text message response is a computer database which is connected by a virtual private network via the Internet to the SMS provider.
7. A system as claimed in claim 1, wherein the computerised means also includes means for recording the number of correct and incorrect responses made by participants and the number of reply messages sent to the participants.
8. A system as claimed in claim 1, wherein the computerised means can accommodate a number of phone numbers and/or groups of reference records corresponding to different advertisement offers or surveys conducted and a record is kept of the frequency of responses

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to each phone number or group of records, so that quantitative data such as the frequency or total number of consumer or voting response to a particular promotion or survey can be obtained.

9. A system as claimed in claim 1, wherein the short text message response of a participant or  
5 consumer is a single word which can be easily compared and matched against a reference list of "correct" words stored on the computer database.
10. A system as claimed in claim 1, wherein the Internet website to which the participant is  
instructed to access is a dedicated website which centrally co-ordinates all incoming SMS  
messages and provides the participants with further information in order to continue or  
10 proceed to the next step of the marketing or survey system.



Example: Billboard Advertisement

**WIN A FREE TRIP  
TO SEE THIS !!!**



The Leaning Tower of ----

SMS us the missing **WORD**

Go Away Travel Co.



AutoFone  
021 WIN

[www.goawaytravel.com](http://www.goawaytravel.com)

FIG 1

# Promotion Structure

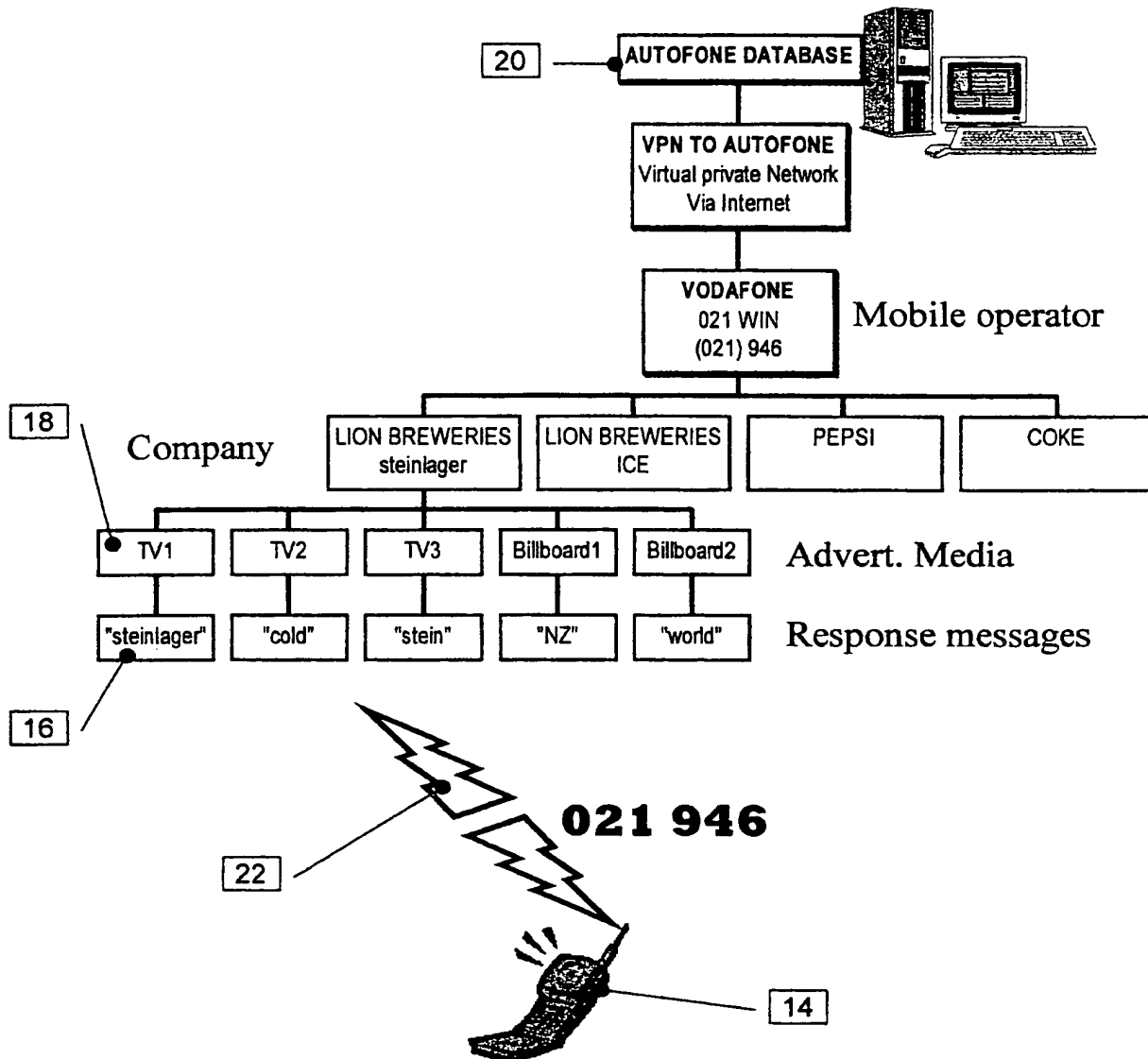
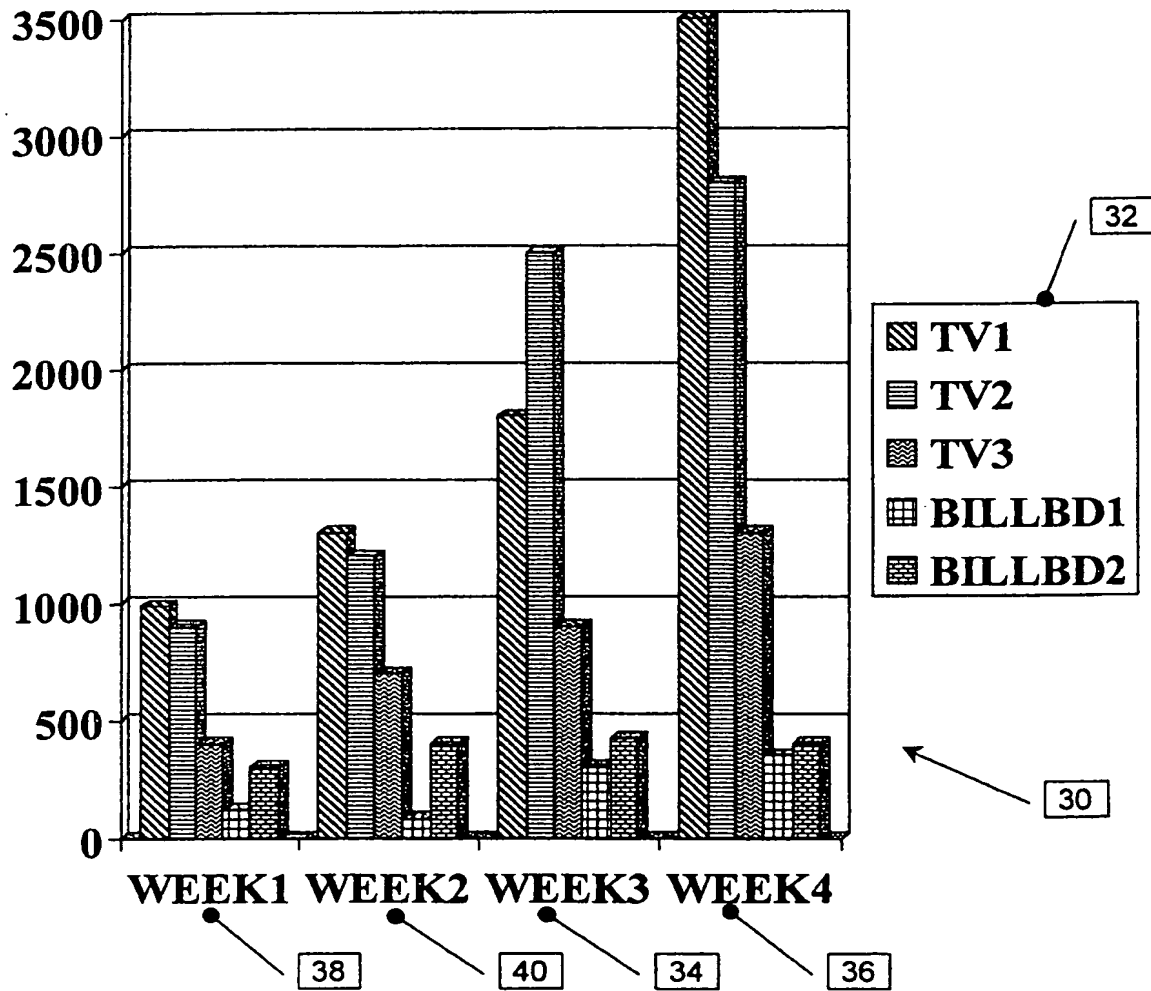


FIG 2

# Customer feedback



# Feedback (Time)

## Caller Responses

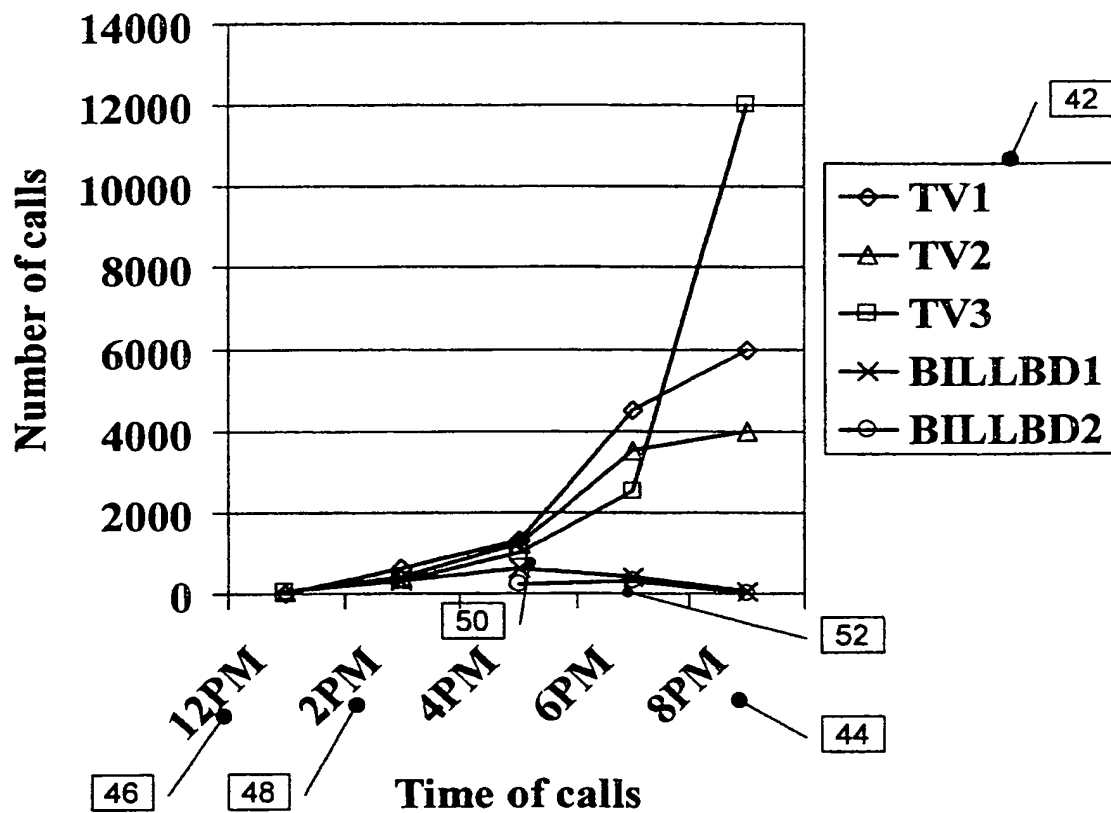


FIG 4

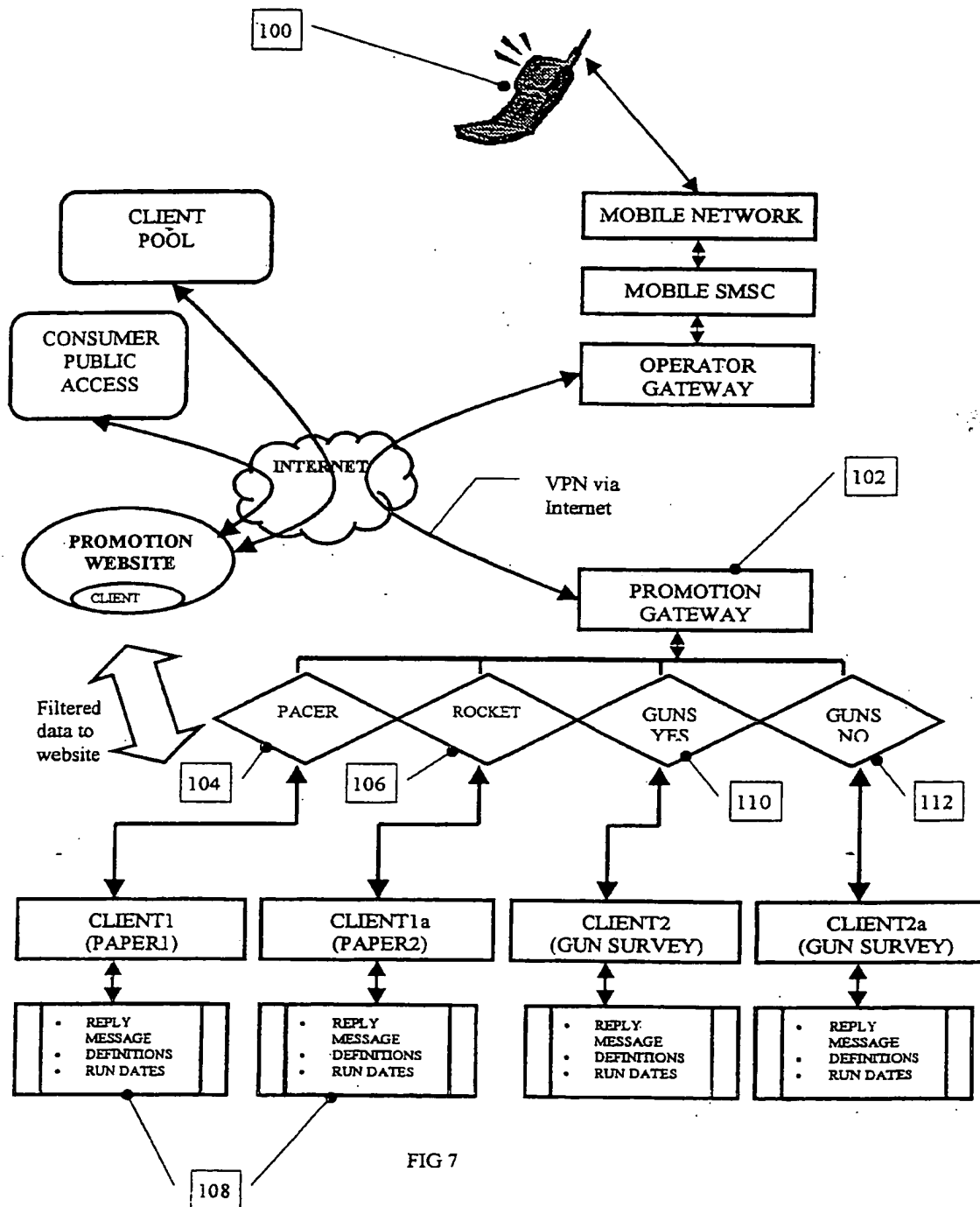
[illegible]

Seq	Status	Number	Date	Time	Message	Message Action	Reply Message	Reply #
131	New	6421018741	16-02-00	23:08:56	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	248
130	Road	6421346015	16-02-00	14:03:23	SONY	Reply From: SONY	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	245
146	NEW	6421374539	16-02-00	14:04:14	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	244
143	NEW	6421374860	16-02-00	19:10:42	WIN	Reply From: WIN son	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	241
141	NEW	6421428236	16-02-00	18:46:18	RED	Reply From: son1	Go enter draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	242
143	NEW	6421428236	16-02-00	18:46:18	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	240
142	NEW	6421428236	16-02-00	18:46:18	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	238
139	New	6421250535	16-02-00	16:03:00	SONY	WIN MATCH	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	238
137	New	6421250535	16-02-00	16:03:00	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	236
137	New	6421250535	16-02-00	17:38:38	RED	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	235
136	New	6421250535	16-02-00	17:38:38	WIN	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	234
135	New	6421683454	16-02-00	16:10:43	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	233
134	New	6421683454	16-02-00	16:10:43	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	232
133	New	6421683454	16-02-00	16:09:44	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	231
132	New	6421264058	16-02-00	16:07:00	WIN	Reply From: WIN son	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	229
130	New	6421683454	16-02-00	15:44:26	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	228
129	New	6421683454	16-02-00	15:37:51	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	227
126	New	6421264058	16-02-00	15:37:15	SONY	Reply From: SONY	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	224
125	New	6421683454	16-02-00	15:34:57	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	223
124	New	6421683454	16-02-00	15:33:31	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	222
123	New	6421683454	16-02-00	15:30:28	SONY	Reply From: son1	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	221
121	New	6421683454	16-02-00	15:30:10	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	220
120	New	6421264058	16-02-00	14:11:20	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	216
117	New	6421762347	16-02-00	14:11:20	RED	Reply From: son1	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	215
116	New	6421762347	16-02-00	14:07:39	WIN	Reply From: WIN son	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	214
113	New	6421683454	16-02-00	14:07:13	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	213
111	New	6421346015	16-02-00	14:06:08	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	212
110	New	6421400888	16-02-00	14:02:19	RED	Reply From: son1	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	211
109	New	6421400888	16-02-00	14:02:19	SONY	Reply From: SONY	Sorry but you have exceeded the number of messages allowed for this trial. C.U.L.R. :-)	210
108	New	6421683454	16-02-00	14:05:23	SONY	Reply From: son1	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	209
107	New	6421683454	16-02-00	14:05:20	SONY	Reply From: son1	Sorry but you have exceeded the number of messages allowed for this trial. C.U.L.R. :-)	208
106	New	6421400888	16-02-00	14:02:10	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	207
105	New	6421400888	16-02-00	14:02:05	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	206
104	New	6421400888	16-02-00	14:01:59	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	205
103	New	6421400888	16-02-00	14:00:06	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	204
102	New	6421400888	16-02-00	13:59:58	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	203
101	New	6421683454	16-02-00	13:59:58	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	202
100	New	6421683454	16-02-00	13:59:52	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	201
99	New	6421683454	16-02-00	13:58:48	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	199
98	New	6421683454	16-02-00	13:59:40	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	198
97	New	6421683454	16-02-00	14:11:06	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	197
96	New	6421683454	16-02-00	13:58:15	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	196
95	New	6421400888	16-02-00	13:58:27	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	195
94	New	6421374539	16-02-00	14:01:08	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	194
93	New	6421400888	16-02-00	14:00:20	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	193
92	New	6421683454	16-02-00	13:52:08	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	192
91	New	6421683454	16-02-00	13:59:33	SONY	Reply From: SONY	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	191
89	New	6421683454	16-02-00	13:58:03	SONY	Reply From: SONY	Thankyou for visiting <a href="http://www.glent.co.nz">www.glent.co.nz</a> . If you win the Walkman we will contact you. C.U.L.R. :-)	190
88	New	6421400888	16-02-00	13:56:57	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	189
87	New	6421683454	16-02-00	13:51:57	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	188
86	New	64212500267	16-02-00	13:51:50	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	187
85	New	6421683454	16-02-00	13:51:42	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	186
84	New	6421683454	16-02-00	13:50:47	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	185
83	New	6421683454	16-02-00	13:50:47	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	184
81	New	6421350044	16-02-00	13:53:49	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	183
80	New	6421683454	16-02-00	13:52:57	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	182
79	New	6421707568	16-02-00	13:52:34	RED	Reply From: son1	Great! You're in the draw for a pair of "lucky" Red socks. Now visit <a href="http://www.glent.co.nz">www.glent.co.nz</a> for details of a bonus	181
78	New	64212500267	16-02-00	13:49:35	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	180
76	New	6421683454	16-02-00	13:49:31	WIN	Reply From: WIN son	To enter a draw for a pair of "lucky" Socks reply with your answer to "What colour are Sir Peter Blake's Luv	179

FIG 6

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## Basic Operational Layout



## INTERNATIONAL SEARCH REPORT

 International application No.  
**PCT/NZ01/00051**
**A. CLASSIFICATION OF SUBJECT MATTER**Int. Cl. <sup>7</sup>: H04L 29/00; G09F 19/00, G09F 21/00

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

WHOLE IPC

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

WHOLE IPC

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

wpat: market, survey, advert+, sms, mobile phone, cell phone

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 00/04476 A1 (USA TECHNOLOGIES, INC.) 27 January 2000 Abstract	1-10
P,A	WO 00/21293 A1 (MOTOROLA INC.) 13 April 2000 Page 2 line 25 - Page 11 line 14	1-10
P,A	WO 00/35216 A1 (SPOTCAST COMMUNICATIONS, INC. et al) 15 June 2000 Page 5 line 15 - Page 13 line 17	1-10

☒ Further documents are listed in the continuation of Box C
 ☒ See patent family annex
 

* Special categories of cited documents:		"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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 Date of the actual completion of the international search  
 17 July 2001

Date of mailing of the international search report

19 July 2001

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## INTERNATIONAL SEARCH REPORT

International application No.

PCT/NZ01/00051

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
P,A	WO 00/62518 A1 (TELSURF NETWORKS, INC) 19 October 2000 Page 3 line 9 - Page 8 line 15	1-10
P,A	WO 00/76235 A1 (TELEFONAKTIEBOLAGET LM ERICSSON (publ)) 14 December 2000 Page 4 line 6 - Page 7 line 23	1-10

INTERNATIONAL SEARCH REPORT  
Information on patent family members

International application No.  
PCT/NZ01/00051

This Annex lists the known "A" publication level patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document Cited in Search Report		Patent Family Member	
WO	200004476	US	6106640
WO	200021293	AU	58217/99
WO	200035216	AU	18203/99
WO	200062518	AU	200041882
WO	200076235	AU	200054370
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